

Application No. 09/849448(Docket: DT.0104)
37 CFR 1.111 Amendment dated 02/15/2006
Reply to Office Action of 11/16/2005

AMENDMENTS TO THE CLAIMS

Please cancel claims 1-17 and 27-28 without prejudice. Kindly amend claims 18-19 as shown in the following listing of claims. The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

1. (Cancelled)
2. (Cancelled)
3. (Cancelled)
4. (Cancelled)
5. (Cancelled)
6. (Cancelled)
7. (Cancelled)
8. (Cancelled)
9. (Cancelled)
10. (Cancelled)
11. (Cancelled)
12. (Cancelled)
13. (Cancelled)
14. (Cancelled)
15. (Cancelled)
16. (Cancelled)
17. (Cancelled)

Application No. 09/849448(Docket: DT.0104)
37 CFR 1.111 Amendment dated 02/15/2006
Reply to Office Action of 11/16/2005

18. (Currently Amended) A method for providing an interface to an apparatus for optimizing a promotion plan for merchandising products, comprising:
- utilizing a computer-based scenario/results processor within an optimization server to present a sequence of data entry templates to a user, whereby the user specifies an optimization scenario, the optimization server optimizing the promotion plan according to modeled market demand for the products and calculated demand chain costs for the products, wherein said calculated demand chain costs include fixed and variable costs for the products, and wherein said utilizing comprises:
- first providing a promotion event configuration template, for prescribing potential promotion events;
- second providing a supplier offer configuration template, for prescribing potential supplier offers; and
- third providing a promotion scenario configuration template, for associating the potential promotion events to the products, wherein said third providing comprises:
- specifying a forward buy method;
- enabling/disabling certain ones of the potential supplier offers;
- adding rules and constraints to the optimization scenario; and
- indicating store merchandising capacities; and
- generating a plurality of optimization results templates and providing these templates to the user, wherein optimum promotion events and optimum supplier offers are presented.
19. (Currently Amended) The method as recited in claim 18, wherein said utilizing further comprises:
- acquiring data corresponding to the optimization scenario from the user; and

Application No. 09/849448(Docket: DT.0104)
37 CFR 1.111 Amendment dated 02/15/2006
Reply to Office Action of 11/16/2005

formatting the data into a format suitable for performing a promotion plan
optimization according to the optimization scenario.

20. (Original) The method as recited in claim 19, wherein said acquiring comprises:
obtaining the data from the user over a data network that employs a packet-switched protocol.
21. (Original) The method as recited in claim 20, wherein said acquiring further comprises:
employing TCP/IP protocol to obtain the data over the Internet.
22. (Original) The method as recited in claim 19, wherein the data is interactively provided by the user.
23. (Original) The method as recited in claim 19, wherein the data is acquired from a source electronic file that is designated by the user.
24. (Original) The method as recited in claim 18, wherein the data entry templates and the optimization results templates are generated in hypertext markup language (HTML).
25. (Original) The method as recited in claim 18, wherein the data entry templates and the optimization results templates are generated in extensible markup language (XML).
26. (Previously Presented) The method as recited in claim 18, wherein the data entry templates and the optimization results templates are generated as applets.
27. (Cancelled)
28. (Cancelled)
29. (Original) The method as recited in claim 18, wherein said utilizing comprises:
providing an optimization template, for specifying a promotion scenario and a time period for which the optimum promotion events and optimum supplier offers are to be determined.

Application No. 09/849448(Docket: DT.0104)
37 CFR 1.111 Amendment dated 02/15/2006
Reply to Office Action of 11/16/2005

30. (Original) The method as recited in claim 18, wherein said generating comprises:
providing an optimization results template, for supplying the user with scenario
results corresponding to the optimization scenario, wherein the scenario
results include selected ones of the potential promotion events and
selected ones of the potential supplier offers.